

East Hollywood Business Improvement District

BOARD OF GOVERNORS MEETING

Tuesday, May 28, 2013

Center for Inquiry
(4773 Hollywood Blvd, Los Angeles, CA 90027)

MINUTES

Governors Attending: Jeff Zarrinnam, chair; Carlson, Massachi, Shield, Underdown

Staff: Gubler, Shahenian

Guests: Karreno Alexanyan, Chase Bank; Tina Gallegos, HBT; Samuel Kim, Property Owner; Carlos Rios, Cal Trans;

I) Call to Order
Zarrinnam called the conference call meeting to order at 3:40 pm. The group members in attendance made self-introductions.

II) Approval of Minutes
Motion by Shield, seconded by Carlson to approve the April 3, 2013 Meeting Minutes.
Motion carried.

III) Financial Report
Shahenian noted that the BID had a beginning balance of \$59,423.93 and an ending balance of \$53,179.93 for the month of April. \$6250 was expended on quarterly administrative expenses.

The Board discussed an invoice from the BID's accountants regarding the fess for the 2012 Annual Review. The Board asked that a representative from the accounting firm be invited to the next Board meeting to discuss the increased costs of this year's review. Shahenian to follow up.

Motion by Massachi, Seconded by Shield to pay GTL accountants the fee that was charged last year and asked that staff obtain a price quote for the 2013 review.
Motion carried.

IV) Consideration of 2014 3% API Assessment increase
The Board discussed a 3% API increase on property assessments for the BID.

Motion by Massachi, Seconded by Shield to increase the BID assessment by 3% API for FY 2014 as allowed by the BID's District Management Plan.
Motion Carried.

V) Board of Governors Appointment

The Board reviewed the nomination of Karreno Alexanyan and David Devine to each serve a two year term on the Board of Directors.

Motion by Carlson, seconded by Underdown to appoint Karreno Alexanyan, to the EHBID Board of Governors. Alexanyan will serve as a representative of Property Owner Larry Worchell.

Motion carried.

Motion by Carlson, seconded by Alexanyan to appoint Property Owner David Devine to the Board of Governors for a two year term.

Motion carried.

VI) Route 66 BID Creation

The Board discussed an initiative to create a Route 66 BID between Hoover and Vine streets along Sunset Blvd.

Motion by Alexanyan, seconded by Shield to support the creation of the Route 66 BID.

Motion carried.

VII) Cleaning Contract Update

Gallegos provided the Board with a cleaning update. She noted that 454 bags were pulled in April and that tree watering had occurred as scheduled.

The group discussed the Vermont Ave. trees. It was noted that the Chinese Pastiche are blooming.

VIII) IFGU Campaign

Zarrinnam discussed the June 4th Invest From the Ground Up conference and East Hollywood Tree Planting Campaign. The group discussed purchasing banners to help with the campaign and to further promote the BID.

IX) Vermont Medians

Rios updated the group on the status of the Vermont Ave. median project. Rios noted that the Medians will cost more than previously anticipated. He notified the group that the awarded amount will cover only 4 medians. The funds will be allocated in June or July and that there will be an additional 6 months for the contract to go to bid.

The Board asked Rios to report back with options for funding the construction of more than 4 medians if the BID were to agree to cover the landscaping costs associated with the project.

X) Reports from Public Agencies

No representatives were present.

XI) Next Meeting Date

The next meeting of the EHBID was scheduled for Wednesday, July 10th at 3:30 pm at the Center for Inquiry.

XII) Adjournment

The meeting was adjourned at 4:34 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahanian". The signature is written in a cursive, flowing style.

Nicole Shahanian
Executive Director